

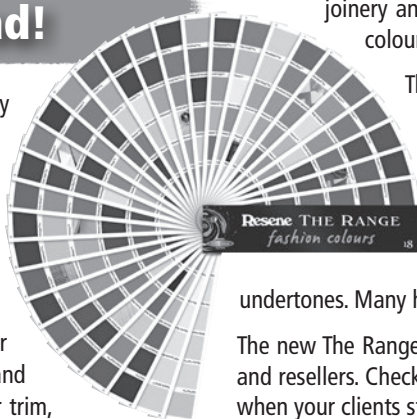
“ As much as we love paint, there’s nothing quite like adding tinter to paint and seeing all the possibilities of what colours you can create. Sure white walls are nice, but we all remember those that dare to choose brighter colours and just how good they can look when used well. To help keep things coloured, we have a new, very colourful, fandeck... ”



Colourful times ahead!

Where did that time go? It feels like just yesterday we released the last fashion colour fandeck, and now we’re up to the latest one – The Range fashion colours 18 fandeck with colours designed for 2018 and beyond.

A new addition to the fandeck this year is the Resene Top 12 is now included on the last two pages. This is designed to make it easy for your clients to choose their favourite fashion colours and then complement them with popular neutrals for trim,



joinery and ceiling areas, rather than having to find another colour chart.

The new collection includes 95 new colours, as well as a selection of favourite Resene colours and the Resene Top 12. Colours are more complex than they have been in the past, with many having a weathered feel. As we get better at seeing subtle nuances in colours, the colours become more complex and more layered with varied undertones. Many have a dusky feel as colourways merge together.

The new The Range fashion colours collection is in Resene ColorShops and resellers. Check out the latest colour options so you’re ready to go when your clients start choosing their favourites from this new chart.

Training = Profit!

BCITO research proves that training apprentices generates profit. They recently conducted an in-depth research project that shows that for every \$1.00 spent on training a painter and decorator, a business will benefit by \$2.85 in increased profit up to a 10 year period.

This is the first time that this exercise has ever been undertaken in New Zealand.

There’s a misconception held by some that training an apprentice costs a business money with little or no return. This research proves that in the long run, that’s wrong. Investing in industry training is not just a cost to be minimised; it’s an investment that can grow your business.

Obviously the return on investment doesn’t kick-in immediately. The break-even point is 3-4 years – about the same time as completion of an apprenticeship – this is when the cost of training is offset by the extra profit generated by training. This extra profit keeps increasing the longer the trained person remains with the firm. So, yes, staff retention is a factor in this equation – the longer an employer keeps trained staff, the more profitable they become.

“During the past two years, BCITO has experienced unprecedented growth in new apprenticeships, but the construction industry still remains woefully short on skilled tradespeople. We need more businesses to come onboard and train our young people. With this research completed we can clearly prove that training an apprentice is a positive investment for employers,” Greg Durkin, Group Manager, Stakeholder Engagement, BCITO.

As part of the project painting and decorating business owners were asked about their firm’s structure, in terms of the number of people working there and what roles they were in. From this information, a model of an average firm in the industry was developed.

While the payback period for both trained and untrained workers appears similar, the positive return from training is sustained well into the future, increasing the cumulative benefit each year.

Other findings of the project show that when compared with a business that doesn’t invest in industry training, a painting and decorating firm that trains all staff will:

- Grow 5% faster
- Charge \$0.42 more per hour per person
- Estimate work 2% more accurately
- Do 2% less hours to complete the same task or project

“It is such a worthwhile expense for every business to invest in training apprentices. Not only does having skilled workers improve your reputation and benefit your business overall, but this research now shows that over time your business’s bottom line is significantly improved. It’s fantastic news for industry training as a whole,” says Ruma Karaitiana, Chief Executive, BCITO.

The methodology used in this project works back from a measure of economic return such as cumulative firm profits over time. The drivers of profitability were broken down to identify individual attributes of a firm’s performance and evaluate the relative importance of these. The impact of a team’s trade and management proficiencies on these



>> attributes was then considered. Finally the contribution of training to an individual's proficiency was weighted relative to the contribution from experience.

Most business owners involved in the research project agreed that on average, trained workers become fully proficient between 6 and 10 years after starting work in the industry. On average untrained workers

take a much longer time to be fully proficient and will only ever be 60-70% proficient, whereas trained workers become "fully billable" in a much shorter period of time.

In terms of the cost of training an apprentice, the research has taken into account BCITO fees, the Government's subsidy for industry training, apprentice salary and the cost of supervising and training an apprentice.

Colourful winners

The winners of the Resene Total Colour Awards 2016 have been announced. Congratulations to all winners and their builders and painters who made their colour choices look good on the wall. After all you can pick a great colour scheme, but first you need a building to do it and then the paint needs to be applied well so that it looks great. The painters and builders who were part of the winning projects are:

- A. A. Tomkins & Sons Pty Ltd
- APM Australia
- Arrow International
- Canam Group
- Choice Construction NZ Ltd
- DML
- Eagle & Franich Construction
- Ed McKelvey
- Hawkins
- Keith Menzies
- Kieran Kelly
- MacMillan and Lockwood
- Malcolm Kildare
- Marra Construction

- Mattah Constructions
- Parks and Maintenance Ltd
- Pauls Decorators Wgtn. Ltd
- Programmed
- Richard Davidson Builders Ltd
- Richbuilt Construction
- Robert Doble (artist)
- Sri Selva Vinaykar Koyil
- Stead Construction
- Tina-Rae Carter (artist)
- Universal Décor Ltd
- White Acme

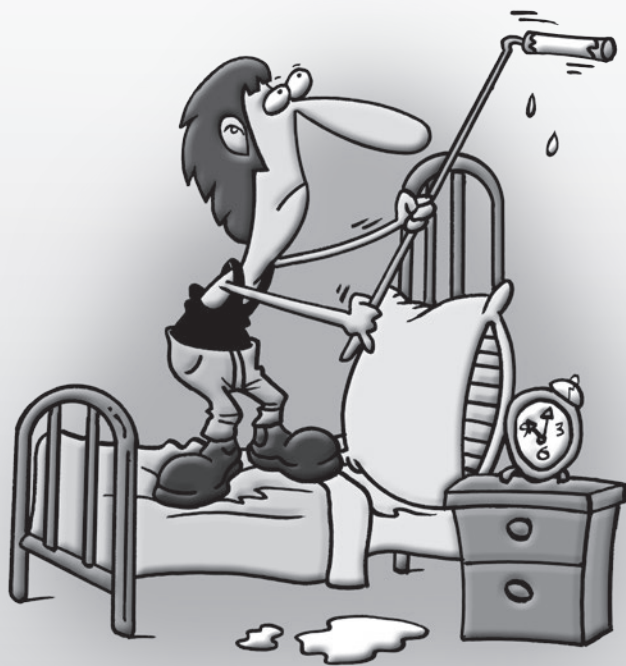
This list includes all painters and builders credited by each of the award winners. There are no doubt many others contractors that were part of the team on these projects so congratulations to you too. We all know it takes a real team effort for projects to succeed.

Well done to all those who worked on the Tarawera High School designed by RTA Studio who took out the top honours. The Daughter of the Swamp by Ryan Mahon, Alexander Sacha Milojevic, Edward Roberts and Raphaela Rose won the Resene Total Colour Nightingale Colour Maestro Award.

Drop what?

It always pays to check you have detailed quotes so your customer knows exactly what to expect. Sergeant Decorators shared this true story with us... "On a recent quote, the builder shared that the last painter was painting the ceiling in a bedroom, standing on the bed with his boots on and no dropsheets in sight. When questioned the painter said his quote did not include the use of dropsheets."

Roland's tip? "Have confidence and choose a Master Painter."



Beat the heat!

Remember when the sun gets hot, cover up exposed skin and slap on some sunscreen. Your local Resene ColorShop has pots of handy suntan lotion to give away – just ask for your free pot while stocks last. Resene also has a range of clothing from caps to t-shirts etc to keep you covered this summer. Check out the trade display at selected Resene ColorShops.



And once you've covered yourself, grab some **Resene Hot Weather Additive** for any waterborne products you are planning to apply. It will slow down the drying of the paint giving you a longer wet edge to get just the right finish.

Most trusted once more

When Readers Digest announced its Most Trusted Brands survey results, Resene was proud to be named Most Trusted Paint for the fifth year running. Thanks for your ongoing feedback that helps us to continually improve. And remember we always welcome your feedback – simply email us at update@resene.co.nz or fill out the contact form on our website.



Catch you next month!

TwoCan, Editor.

